

Price Question Is Absorbing Topic Of Motor World

Many Important Companies Have Reduced Schedules, but Others Say They Will Stand on Present Figures

Ford was late coming to the self-starter on his cars, but he showed himself no mean hand as a starter when he published far and wide about ten days ago a new and reduced price list. Since then many important automobile companies have cut their prices. Others, however, have stated their belief that cars must needs stand at present figures (which they are guaranteeing), if not actually advance. Some companies have put up their prices.

Any item written for Sunday reading must be revised hourly until publication to insure its being up to date on the price situation, because every hour is bringing in fresh reports on the subject. Franklin followed Ford closely with a reduction, and some of the important ones who also "chopped" were Hudson, Essex, Studebaker, Maxwell, Chalmers, Paige, Overland, Willys-Knight, Westcott, Locomobile and Mercer.

On the other hand, such companies as Dodge Brothers, Nash, National, Oakland, Dorr, Stearns, Jordan, Scripps-Booth have issued statements that conditions do not warrant any change, and some of these have guaranteed that there will be no price reductions before July next, with consequent rebates to customers if any cut is made. General Motors group, is quoted as seeing no reason for prices to be reduced, conditions of production being what they are.

The Pierce-Arrow Company is one that has definitely announced an increase in prices. And there are several others who leave it to be inferred that they will undoubtedly increase the scale at least by March, if not before. The Liberty is holding a meeting tomorrow in Detroit of all distributors to ask them their opinion as to what policy should be followed.

As a general thing, those who have reduced prices say they are taking the step regardless of present loss with the idea they may hasten lower prices for

materials and because they believe they owe it to the people to help cut the cost of living. Those who are standing put say there can be nothing in present conditions to warrant a reduction in fairly priced automobiles.

The problems of the maker of high-priced cars are not similar to those of the manufacturers of popular-priced cars, where quantity output decides the price. Economies of quantity production that would be readily acceptable in models selling at lower prices do not apply. For such reasons some makers of high-priced cars may follow the Pierce-Arrow idea, although Locomobile and Mercer are found among those who have reduced.

Old Age Signs Alike In Tires and Men

Wrinkles and Cracks in the "Skin" Show Casing Is Getting Into the "Senile" Stage

When numerous small spots and cracks appear in a tire it is a sign of the approach of old age. Auto casings in this respect are like men and women. Although they don't get gray haired, they do become wrinkled and cracked, often chalky white in appearance.

The fabric in an old tire gradually becomes brittle and hard, so that it breaks easily. Like the bones of old people, it is difficult to knit. The tire surgeon's work increases in difficulty with the age of the casing.

Those whose strength is conserved do not so readily show their age. The best way to preserve their usefulness is to take care of them. To hide the effects of age and wear motorists frequently "doll them up," painting the side walls and washing with cleaning solutions. Others pay no attention to their appearance and permit them to go shabby.

Ordinarily the small cracks appearing on the side walls do little harm unless they penetrate through the rubber covering to the fabric underneath. It is well worth the motorist's attention to have his casings regularly inspected.

Tires age fastest when lying around. They are kept in best condition in actual service. If it is necessary to store them they will retain their life longest in an even and moderate temperature and light.

Dealers to Hear Jordan

The Automobile Dealers' Association will listen next Wednesday to a talk on automobile conditions given at the lunch hour by Edward S. Jordan, president of the Jordan Motor Car Company, of Cleveland.

Drive to the "Shongum" Hills Is Scenic Tour

Not So Far From the City, This Trip Means a Leisurely 2-Day Jaunt Pleasuring in Fine Fall Weather

Between the Hudson and Delaware rivers, just below the Catskills and east of Susquehanna, is a region of scenic highlands less well known to the average motor tourist than many sections further away. Broadly, this is called the "Shawangunk Mountains," although the elevations there are mostly large hills, like the Berkshires of Massachusetts. It is traversed by picturesque streams and covered by primeval forest, and has sufficient good roads to enable the motorist to make two or three very interesting circuits "out of the beaten path," at no time being more than one hundred air line miles from New York.

The touring bureau of the American Automobile Association suggests a mid-forenoon start via the West 130th Street-Edgewater ferry, or the Dyckman Street-Englewood ferry, and a leisurely run north through Suffern, Tuxedo, Central Valley, Newburgh, Highland and Esopus to Kingston. To those already familiar with the Newburgh-Kingston route along the river an excellent alternate, slightly longer, is by the more westerly (inland) route through New Paltz. Kingston affords fair hotel accommodations, and the country surrounding has several small inns suitable for overnight stop.

Turning southwest from Kingston and following in a general way the route along the picturesque Rondout River, one passes some miles southeast of the Ashokan Dam (which, in fact, may be included in this circuit by an addition of perhaps twenty-five or thirty miles), and arrives at Ellenville. If it is desired to make the longer part of this run on the first day, an earlier start will bring the motorist to Kingston about mid-afternoon, and to Ellenville for the night. This little village, a secluded but popular summer and fall resort, is situated in a romantic and interesting region, from which are short scenic drives into the adjacent highlands, one charm of which will be the attractive forest-rimmed lakes off the

main highway. The roads on these side trips are not always good, but the scenery seldom or never fails.

Resuming the trip southward from Ellenville, the motorist passes through Phillipsport and Summitville, soon intersecting the state road (Liberty Highway) from Ringhamton and Monticello. Turning left on that unmistakable thoroughfare, the route crosses a semi-mountainous district for several miles before reaching the lower elevations of Orange County. Middletown is passed through, then Goshen, Chester, Monroe and Harriman, just beyond which the upbound trip is again taken up and followed the rest of the way through Tuxedo, Suffern and Hackensack to New York.

The total distance of this circuit is about 210 miles, to which the average motorist making the trip leisurely will add perhaps fifty miles for side trips, without exceeding the two days' maximum allowance for covering it.

Wet Weather Driving Has Its Discomforts

Wet weather driving is exceedingly unpleasant for a variety of reasons. One particular reason is that it is extremely unsafe on account of the danger of skidding, and also because of the apparent recklessness of other drivers and the carelessness of pedestrians. Any pedestrian who starts to run across a street in wet weather, especially when not crossing at the regular intersection, is inviting trouble, if not injury. He ought to remember that an automobile proceeding at even a low rate of speed is hard to control on slippery pavements, especially where there are metal car tracks, which may cause the car to slide any time.

There are more accidents caused by pedestrians with umbrellas as crossing with a view of the street obscured than for any other reason on wet days. Our pet wet weather aversion is the driver who comes shooting out of a side street without any regard to the possible north and south traffic. He may never get hurt himself, but he causes many another man to go into the discard.

Motorists Light Lamps

To-day, 7:00 p. m.
Monday, Oct. 4, 7:00 p. m. Friday, Oct. 5, 7:00 p. m.
Tuesday, Oct. 5, 7:00 p. m. Saturday, Oct. 6, 7:00 p. m.
Wednesday, Oct. 6, 7:00 p. m. Sunday, Oct. 7, 7:00 p. m.
Thursday, Oct. 7, 7:00 p. m. Monday, Oct. 8, 7:00 p. m.

This calendar for New York City and the metropolitan district.

Help the Other Fellow When He Gets Stranded

Courtesy Among Motorists Should Not Be Permitted to Go Into the Discard

One of the big pleasures of modern motoring lies in the fact that whether the trip is for a hundred miles or a thousand the motorist has every reason to feel sure that he will finish his journey without having to climb out of his car to undertake the disagreeable job of making repairs on the road.

But now and then some mishap occurs, and a courtesy of the road that all motorists can extend with little inconvenience to themselves is an offer of help to a fellow motorist whose car has become stranded. Such an offer is particularly timely if the scene of the mishap is some point whose remoteness from a garage would make it difficult to get assistance.

Even the most careful owners are caught unawares at times and find themselves far from home and minus some tool that is essential to making a repair. For instance, not so long ago a man who prides himself on his equipment got a puncture on a lonely country road. He felt he had no cause for worry, for locked on the back of his car were two new tires ready for just such an emergency. But when he went to get one of these tires he could not find the key to the lock. He was just getting ready to wreck the lock when a car drew up with an offer of assistance. It happened that the good Samaritan had a key that opened the lock, and put an end to the difficulty.

With the number of women drivers rapidly increasing, some of them not skilled in coping with tire trouble or bad ignition, there is an especial need of a chivalrous attitude on the part of experienced drivers. The women probably ought not to be driving at all unless they know enough about a car to be able to make simple repairs, but the fact remains that some are without the requisite knowledge. Moreover, equal suffrage has not yet reduced woman to the status of man to the point where the average male would be able to square himself with his conscience if he paid no heed to a woman in distress. In order to extend an offer of this sort it is not necessary to go through

a lot of formality—a mere wave of the hand will frequently serve the purpose. But it is this spirit of kindly courtesy that adds to the joy of motoring and increases the pride of motorists in their class.

Tires Are Always Rolling Up Grade

This Is Called "Traction Wave," Meaning Expansion of the Elastic Carcass

A curious thing about tires is that they continually roll up hill. This is due to what is scientifically termed "traction wave," but what is popularly called "bulge." Both terms mean the expansion of that portion of the elastic carcass of the tire which by weight and forward pull is forced just ahead of road contact.

In motion the tire is continually attempting to run over this traction wave, which, always just ahead, eludes it. Incidentally under-inflation increases the wave. On a plain tread the wave runs round and round the tire, but a tread design with a backbone ribbed or cogged has been found effective in dividing and in throwing it off each side. Some treads are corrugated, some are smooth, some indented; but a purpose of all of them is to provide maximum traction to overcome this wave.

The tread must provide also for minimum road resistance, for minimum injury to the carcass underneath and for maximum road wear. Like the soles of shoes, a tread must absorb direct wear. Different kinds of service have their individual effects. Scuffing, skidding, spinning, tearing effects of rough road—all these have a tendency to promote rapid wear.

When a tread is torn or badly worn it should be taken to a competent tire surgeon. He will tell whether it is worth a repair.

Clearing the Safety Zones

Thus far there seems to have been no ordinance passed in this city compelling motorists not to park in safety zones. The inconvenience to others of leaving cars in a safety zone, and forcing traffic necessarily congested to move in single file, is obvious. The Police Department should regulate against this practice.

As to Defective Parts
Judge Charles B. Wheeler, of Buffalo, has rendered a decision to the effect that the buyer of an automobile is protected against defective parts only in the standard warranty given by automobile manufacturers to purchasers. The decision was rendered in a suit brought by a man who claimed

that there was a defect in the engine block casting. A new block was furnished by the manufacturer, but the owner declined anything less than an entire engine and also insisted that he should not pay for the labor in replacement. The judge held that the manufacturer had fully complied with his contract in offering to furnish the parts claimed to be defective.—Motor-dom.

Sport Sedan

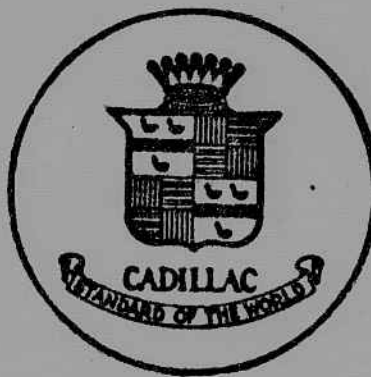
This is a particularly smart and distinctive closed car, purposely planned for the red blooded owner who enjoys driving his own car and still requires limousine privacy and the fullest comfort in all weathers.

This car of all-around usefulness can be supplied in various colors and trimmings. Simply telephone.

Winton Six

THE WINTON COMPANY

Broadway at 70th St.
Telephone Columbus 3580.



"The workmanship on a Cadillac is simply perfect. There is no other word for it. It is far and away superior to anything I have seen elsewhere. The infinite pains taken over the infinitely small jobs are most impressive."

From an interview with the distinguished English designer, Mr. Lawrence H. Pomeroy, published in *The Motor*, the English National Motor Journal, August 4, 1920.

We have never spoken as strongly of the Cadillac as does this generous English critic.

Respecting the patriotic pride of England, France and Italy in their own splendid products, we have never made invidious claims of Cadillac superiority.

But, as we have said before, the group of men whose life is bound up in the betterment of the Cadillac, would be less than human if they did not experience a deep satisfaction at such tributes from European sources.

Surely, it is no slight thing for these men to be told, or for Cadillac owners to hear, that America's great car is also proclaimed the great car of the world!

We feel that there is no impropriety in publishing the facts, since England has so generously disclosed them.

We feel that every man, woman and child in the more than one hundred thousand homes in which the Cadillac is a household institution, will derive an added pride in their owner-

ship, of which we have no right to deprive them.

It would be hypocritical for us to pretend that we believe that the English engineer who is quoted above has overstated the case in his reference to Cadillac workmanship.

"Infinite pains taken over the infinitely small jobs"—in these words he has given a true and graphic picture of the rigid rules that govern Cadillac manufacture.

Spurred on by the overwhelming tributes paid to Cadillac performance by foreign observers and American military men in the world war, Cadillac craftsmen have redoubled, during the past two years, the unflagging zeal that actuated them during the preceding fifteen years.

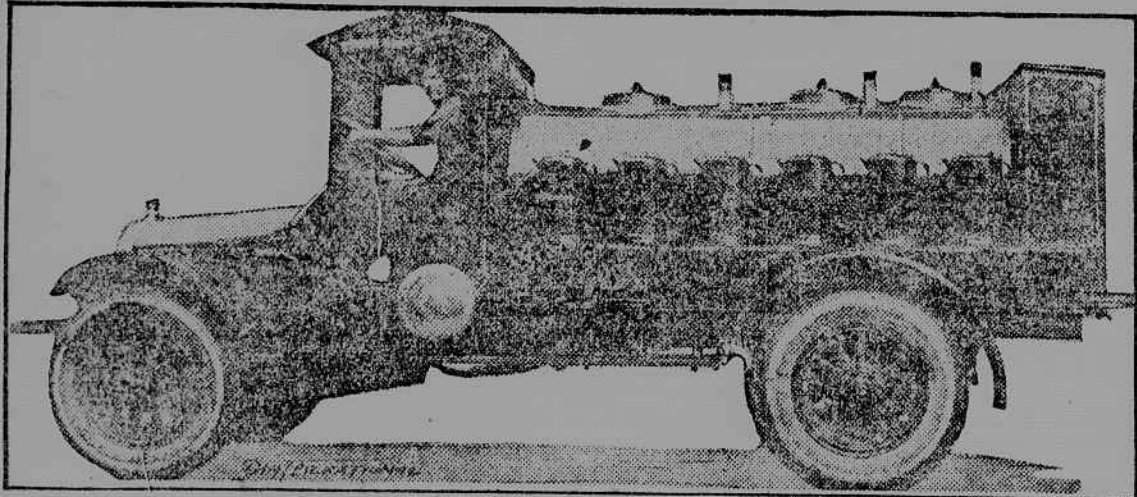
The Cadillac has been honored by being pronounced the greatest car extant of any size or any price, at home or abroad.

We accept the heavy responsibility which this world leadership implies, and pledge ourselves that we will endeavor to the utmost to continue to deserve it.



CADILLAC MOTOR CAR COMPANY, DETROIT, MICHIGAN

The Week's Automobile Novelty



In Chicago, whenever they have a "4-11" fire, which calls out a whole flock of apparatus, this truck also goes. The main tank contains 500 gallons of gasoline and the cans alongside the tank on both sides contain 65 gallons of lubricating oil. Engines pumping hard at a fire use great quantities of fuel and oil and the supply must be kept handy.

Studebaker

Announcing New Prices of STUDEBAKER CARS Effective September 28th

MODELS	NEW PRICES	OLD PRICES
SPECIAL-SIX Touring.....	\$1750....	\$1875
SPECIAL-SIX Two-Passenger Roadster.....	1750....	1875
SPECIAL-SIX Four-Passenger Roadster.....	1750....	1875
SPECIAL-SIX Coupe.....	2650....	2850
SPECIAL-SIX Sedan.....	2750....	2950
EIG-SIX Touring.....	2150....	2350

All prices F. O. B. Detroit

These new prices make Studebaker Cars even greater values.

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